

Abstract of the Disclosure

10 A process for preparing branched alkyl aromatic
hydrocarbons, which process comprises contacting branched
olefins with an aromatic hydrocarbon under alkylating
conditions, which branched olefins have been obtained by
a process which comprises dehydrogenating an
15 isoparaffinic composition over a suitable catalyst which
isoparaffinic composition has been obtained by
hydrocracking and hydroisomerization of a paraffinic wax
and which isoparaffinic composition comprises paraffins
having a carbon number in the range of from 7 to 35, of
20 which paraffins at least a portion of the molecules is
branched, the average number of branches per paraffin
molecule being at least 0.5 and the branching comprising
methyl and optionally ethyl branches; a process for
preparing (branched-alkyl)arylsulfonates, comprising
25 sulfonating branched alkyl aromatic hydrocarbons which
branched alkyl aromatic hydrocarbons have been prepared
by the said process for preparing branched alkyl aromatic
hydrocarbons; and branched alkyl aromatic hydrocarbon
compositions and (branched-alkyl)arylsulfonate
30 compositions which are obtainable by the processes so
defined.